

Share Everywhere

Share Everywhere highlights how our users can plunge into new, dreamlike atmospheres together by sharing audio between AirPods. With various vignettes we'll showcase people sharing audio and experiences simultaneously. Their AirPods function as a shared soundtrack, making them feel like the protagonists in their own movie.

In an **intolerable shared world**, isolation feels safe.
with our AirPods, we can simultaneously enjoy music and drown
everything else out.

Shifting The Narrative

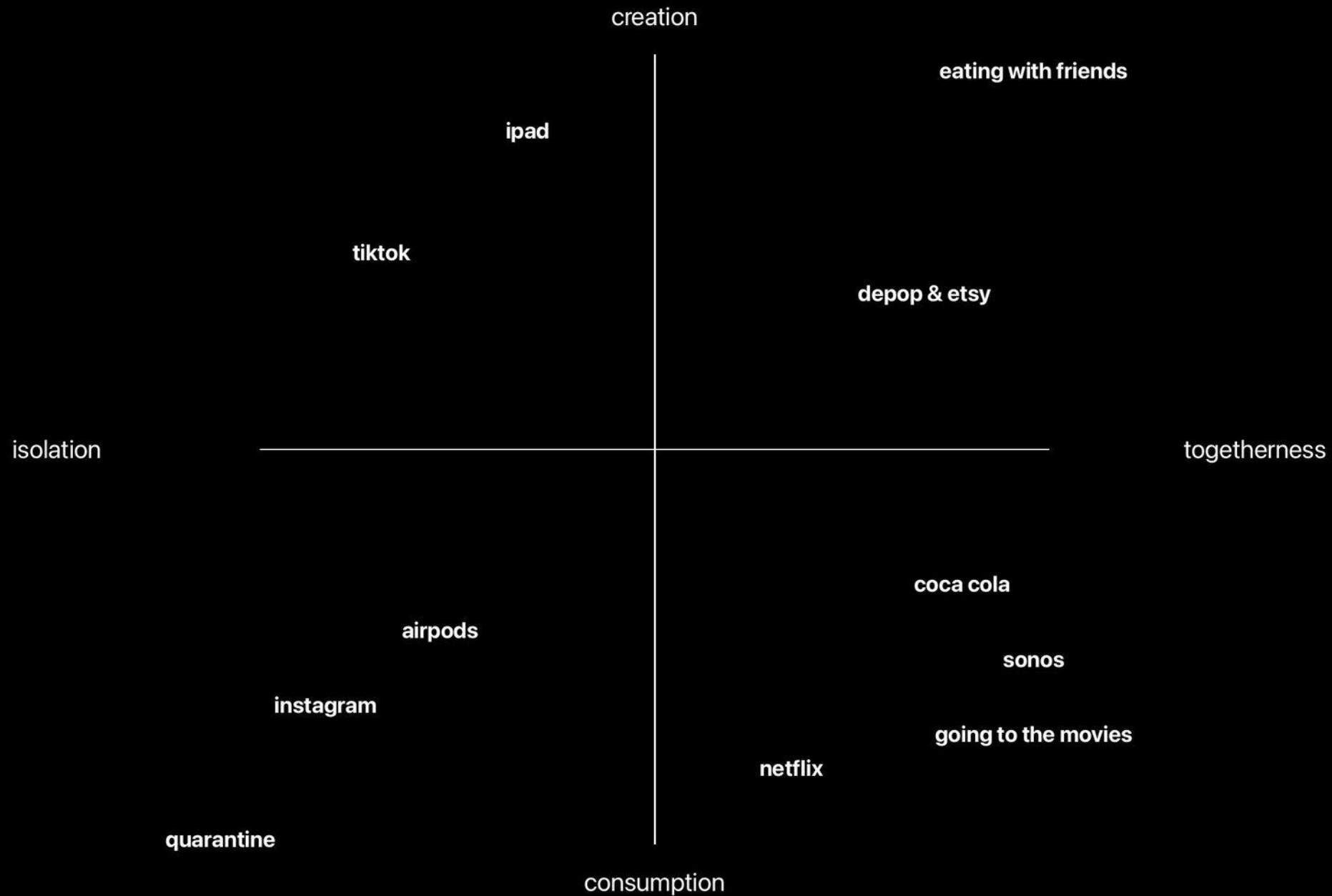
Listening to music with your AirPods

solitude
isolation
remoteness



Sharing audio between AirPods

togetherness
intimacy
warmth



Made To Share

Music: "Bad Habit" -Steve Lacy



Open with a couple laugh-talking as they get into seats across from each other on an empty train. The train starts moving and we see the nature-filled, green backdrop outside of the window whizz by. They're putting in their AirPods Pros. The man whips out his iPhone and his girlfriend leans over, trying to see which song he'll choose. In a close-up shot of his iPhone, we see him click "share audio," then play Bad Habit by Steve Lacy. Bad Habit begins playing for the viewer simultaneously. They give each other a knowing look, showing the viewer that this song means something special to them. The girl moves over to the seat next to her boyfriend. He puts his arm around her as she leans on him, and he gazes outside of the window.

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Share Everywhere

Music: "Love Is Complicated (The Angels Sing)" -Labrinth



Open with two skydivers hopping into a propellor plane. The sun is setting in the background as the pilot speeds down the runway. Inside of the plane both skydivers put AirPods Pros in, then slip their helmets on over them. Once they turn on noise cancellation mode, the viewer hears the signature AirPods Pro "Hum," and the loud propellor is silenced. One skydiver uses their iPhone to share audio with the other, once they press play, Love Is Complicated plays for the viewer. A few seconds later we see the skydivers gently fall to the side out of the plane. They fall in sync, it looks like they're levitating in the middle of a cotton candy sky.

Super: Share Everywhere



Share Here, There, Everywhere

Music: Sympathy For The Devil -The Rolling Stones



Open with a shot of a woman holding her iPhone. The camera moves from under her iPhone to over it, we see her click share audio and press play. Sympathy For The Devil begins playing. The camera quickly zooms out, creating a 0.5 fish-eye effect similar to iPhone's. In this wide shot, the woman and her friend are both wearing AirPods in a hotel room dancing.

The camera swirls around 180° (giving the impression that the film is shot in one long take) to show a mother and daughter sharing audio as they paint together in their backyard. The daughter dips her hand in a can of red paint, and places it on the canvas, creating a handprint, they laugh. The camera seemingly "flies" into the handprint and exits out the other side to reveal a pair of hikers wearing AirPods in Arizona. They're standing atop a huge rock, staring at the red-orange sunset.

In another 180° camera turn, we shift to a man wearing AirPods sitting on a rooftop. Another man wearing AirPods walks over holding a bottle of wine and a plate of food. The camera zooms into a close up of the sitting man's iPhone, he pauses the music on both of their devices, the music also stops for the viewer. They take out their AirPods, and the camera moves from in front of them to behind them and zooms out to show a picturesque Paris at night. We can hear the men laughing.

Super: Share Here

Share There

Share Everywhere



Lines

Share Everywhere

Share
Anytime
Anywhere

Share Seamlessly

Spatial Audio Shared

Share Here
Share There
Share Everywhere

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